

In the Claims:

1. (previously presented) A computerized method of tracking and converting a user's first and second loyalty program award points to system-wide credits , said method comprising the steps of:

(a) obtaining the number of loyalty program award points awarded to a user under the first and second loyalty programs, the first loyalty program points differing in value from the second loyalty program points;

(b) converting the user's first and second loyalty program award points into system-wide credits of a common value;

(c) providing to the user on-line access to at least one retailer that provides discounts for products or services based on the system-wide credits;

(d) calculating the discount off of the price of the product or service for which the user is eligible; and

(e) applying the discount to the price of the product or service purchased by the user.

2. (previously presented) The method of claim 1 further comprising the step of obtaining the information regarding at least one loyalty program to which the user subscribes prior to obtaining the number of award points awarded to the user under such loyalty program.

3. (currently amended) The method of claim 2 wherein the step of obtaining the number of award points awarded to the user includes the step of determining the number of loyalty program award points awarded to the user under each subscription loyalty program based upon information regarding the user's loyalty program subscriptions ~~entered by the user via an interactive communication.~~

4. (cancelled)

5. (cancelled)

6. (cancelled)

7. (currently amended) The method of claim 3 including the further step of providing using the payment information of the user to the one retailer to complete the purchase of the product or service by the user.

8. (previously presented) The method of claim 1 further comprising the step of updating the balance of the user's system-wide credits after the purchase of a product and/or service by the user.

9. (cancelled)

10. (cancelled)

11. (cancelled)

12. (cancelled)

13. (cancelled)

14. (currently amended) The method of claim 1 further including the step of displaying the current status of the users' ~~user's~~ system-wide credits to the user.

15. (previously presented) The method of claim 1 further comprising the steps of updating the award points of at least one of the user's first and second loyalty programs.

16. (currently amended) The method of claim 15 wherein the step of updating the award points of at least one of the ~~user's~~ users loyalty while the program ~~programs~~ is effected as a batch communication with a remote server.

17. (previously presented) The method of claim 16 wherein the step of determining the number of award points awarded to the user under at least one of the first and second loyalty programs based upon the information regarding a user's loyalty program includes the step of verifying the award points of the user via a communication with a remote server.

18. (currently amended) The method of claim 1 including the further steps of providing the information regarding the products or services for sale to the user via communication with the one retailer provider of the products or services.

19. (cancelled)

20. (currently amended) The method of claim 1 including the further step of allowing the user to register with at least one of the plurality of ~~reward~~ loyalty programs as a member via an on-line registration form.

21. (cancelled)

22. (previously presented) The method of claim 1 wherein the step of converting the user's award points into the system-wide credits comprises calculating from the user's award points in one of the first and second loyalty programs a proportionate number of the system-wide credits.

23. (currently amended) A computerized system for managing a plurality of loyalty programs utilizing the internet to ~~selectively~~ accumulate the award points issued by the plurality of loyalty programs and to redeem the award points for items as selected by a user, said system comprising:

means for converting the user's award points issued by the plurality of loyalty programs into system-wise credits of a common value;

a credits database for storing the balance of the system-wide credits for each user associated with one of the plurality of loyalty programs;

~~a database for each of the plurality of loyalty programs for maintaining the award point balances for each of the plurality of loyalty programs;~~

an interactive communication link to each of the plurality of loyalty programs to which the user is associated;

an interactive communication link to at least one of the plurality of vendors of the items offered to the user; and

a terminal for each of the plurality of vendors for facilitating its vendor to access at least one of the balances of the system-wide credits stored in the database, whereby the vendor can control the applicability of the one user's balance of system-wide credits for a transaction involving the items offered to one user for the one user's balance of the system-wide credits.

~~a server for hosting each of the plurality of databases, each server being programmed to convert the award points into system-wide credits and to enable the user to select system-wide credits from selected of the plurality of loyalty programs to be redeemed for items and the amount of the system-wide credits withdrawn from the selected loyalty programs.~~

24. (currently amended) The computerized system of claim 23 further comprising a plurality of interactive communication links to a plurality of loyalty programs to which the user is a member.

25. (currently amended) The computerized system of claim 23 further comprising a plurality of interactive communication links to a plurality of products and/or services that the member is permitted to purchase.

26. (currently amended) The computerized method of managing loyalty programs as claimed in claim 1, wherein the user is enabled to receive royalty loyalty program award points from a selected one of the plurality of loyalty programs.

27. (currently amended) The computerized system of method of managing loyalty programs as claimed in claim 23, wherein the user is enabled to select the number of system-wide credits from each of the loyalty programs to redeem the items as selected by the user.

28. (currently amended) The computerized system of method of managing loyalty programs as claimed in claim 23, wherein there is included each of the a plurality of loyalty program databases, each database is associated with a corresponding one of the plurality of loyalty programs and includes a plurality of files, each file storing a current point balance of the system-wide credits for a corresponding one of the users.

29. (currently amended) The computerized system method of managing loyalty programs as claimed in claim 23, wherein the vendor is enabled to determine whether a user's transaction is eligible to be exchanged for system-wide credits.

30. (currently amended) The computerized system method of managing loyalty programs as claimed in claim 23, wherein the vendor is enabled entitled to determine the number of system-wide credits for which an item is eligible to be exchanged.

31. (currently amended) The computerized system method of managing loyalty programs as claimed in claim 23, wherein the vendor is enabled one of the plurality of servers is programmed to calculate the number of system-wide credits that are required to achieve a desired discount for the user.

32. (currently amended) The computerized system method of managing loyalty programs as claimed in claim 23, wherein there is included a user terminal for each server is